



## **A Study on Factors Influencing using of Deodorants in Purchase behavior of Men and Women in Vijayawada**

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### **ABSTRACT**

Deodorant use, a universal solution to body odor management, is the focus of this study which explores the purchase behavior of men and women in Vijayawada, India. The research delves into the factors influencing their deodorant choices, examining potential similarities and differences between the genders.

Given Vijayawada's unique blend of tradition and modernity, its socioeconomic realities, climatic conditions, and cultural influences are all potential factors shaping deodorant preferences. This study aims to understand how these aspects, along with individual needs and marketing strategies, interact to influence deodorant purchase behavior within the city.

Both genders in Vijayawada are likely to prioritize effectiveness, with the warm climate demanding strong odor control and sweat-fighting properties. However, fragrance preferences might diverge. Women might favor floral or refreshing scents, while men might lean towards musky or sporty fragrances. Cultural influences can add another layer, with some consumers opting for milder or more traditional scents.

Brand awareness and marketing strategies hold significant power in today's consumer landscape. Established brands with strong marketing campaigns might have a greater influence, particularly among younger demographics. However, the growing awareness of organic and natural products could be a countervailing force. Consumers in Vijayawada might increasingly seek deodorants formulated with natural ingredients, reflecting a growing consciousness towards healthy living.

Affordability remains a crucial consideration, especially for budget-conscious consumers. The study will investigate how price sensitivity varies between men and women. Are women more inclined to pay a premium for specific brands or features? Do men prioritize value for money over brand recognition? Understanding these nuances is essential for gaining a comprehensive understanding of Vijayawada's deodorant market.

Deodorant use can also be linked to self-confidence and social perception. The study will explore how these factors influence purchase behavior. For instance, are there gendered expectations surrounding deodorant use in Vijayawada? Does social media and advertising play a role in shaping these expectations, particularly for younger generations?

While the study will analyze the distinctions between men and women, it acknowledges the evolving spectrum of gender identities. The research might explore deodorant preferences among non-binary individuals in Vijayawada, aiming to understand their unique needs and considerations when making deodorant purchases.

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### **1. INTRODUCTION**

Body odor management is an essential aspect of personal hygiene, and deodorant use plays a critical role in achieving this. In a world increasingly focused on self-presentation and social confidence, effective odor control has become a necessity. This study ventures into the realm of deodorant purchase behavior among men and women in Vijayawada, a bustling city in Andhra Pradesh, India. Vijayawada presents a fascinating case study due to its unique confluence of tradition and modernity. The city's social and cultural landscape is interwoven with socioeconomic realities, distinct climatic conditions, and evolving gender norms. All these factors have the potential to influence how men and women in Vijayawada approach deodorant selection.

Understanding the factors influencing deodorant purchase behavior offers a valuable window into consumer decision-making processes. It allows us to delve deeper into the interplay between individual needs, cultural values, marketing strategies, and the influence of social media. This study aims to dissect these various influences and uncover how they coalesce to shape deodorant choices in Vijayawada.

Given the warm climate of Vijayawada, effectiveness is likely to be a top priority for both men and women. Deodorants that offer robust odor control and sweat-fighting properties are likely to be in high demand. However, fragrance preferences might diverge between the genders. Women might gravitate

towards deodorants with fresh or floral scents, aligning with traditional notions of femininity and personal hygiene. Men, on the other hand, might favor more musky or sporty fragrances that project an image of masculinity and activity. Cultural influences can add another layer of complexity.

Some consumers, particularly older generations, might opt for milder or more traditional scents that align with their cultural values.

Brand awareness and marketing strategies play a significant role in influencing consumer choices in today's world. Established brands with well-executed marketing campaigns can hold considerable sway, particularly among younger demographics who are bombarded with social media advertising and celebrity endorsements. However, the growing awareness of organic and natural products presents a counterpoint. Consumers in Vijayawada, increasingly health-conscious, might seek out deodorants formulated with natural ingredients, prioritizing their well-being over brand recognition.

Deodorant use can also be intricately linked to self-confidence and social perception. In a society that values good hygiene and social etiquette, effective deodorant use can contribute to feelings of confidence and social acceptance. The study will explore how these factors influence purchase behavior. Are there gendered expectations surrounding deodorant use in Vijayawada?

### ***NEED OF THE STUDY***

Deodorant manufacturers and marketing agencies can gain crucial insights into the preferences and decision-making processes of Vijayawada's consumers. This knowledge allows them to tailor their product offerings and marketing strategies to better resonate with the target audience. By understanding the importance of effectiveness, fragrance preferences, brand awareness, and price sensitivity, companies can develop deodorants that meet the specific needs of both men and women in Vijayawada. Additionally, exploring the growing trend of organic and natural products can inform the development of new product lines, potentially expanding the deodorant market in the city.

Deodorant use can be linked to social expectations and perceptions around personal hygiene and body image. This study can shed light on potential gendered expectations surrounding deodorant use in Vijayawada. Does social pressure differ for men and women? Does social media and advertising influence these expectations, particularly for younger generations? Examining these aspects can provide valuable insights into the evolving social norms and gender dynamics within the city.

The research can reveal the effectiveness of existing marketing strategies employed by deodorant brands. Does brand awareness solely dictate purchase decisions, or are factors like natural ingredients and price competitiveness gaining traction? Understanding these nuances allows companies to develop more effective marketing campaigns that resonate with Vijayawada's consumers. Social media's growing influence also warrants exploration. Does it shape deodorant preferences and influence brand choices? The study's findings can inform the development of targeted social media campaigns that cater to the specific demographics within Vijayawada.

While the primary focus might be on men and women, acknowledging the evolving spectrum of gender identities is crucial. Exploring deodorant preferences among non-binary individuals in Vijayawada can help identify any unmet needs or under-represented segments within the market. This fosters inclusivity within the deodorant industry and ensures that product development caters to a broader consumer base.

Vijayawada's unique blend of tradition and modernity presents a fascinating case study. This research delves into a consumer base that is both budget-conscious and increasingly health-conscious. It explores the interplay between cultural influences and the adoption of global trends. The findings can contribute to a richer understanding of deodorant purchase behavior in India, offering valuable insights that are not necessarily generalizable to other Indian cities.

### ***OBJECTIVES OF THE STUDY***

- To examine the demographic factors (age, gender, income, etc.) influencing the purchase of deodorants among men and women in Vijayawada.
- To identify the socio-cultural factors (cultural beliefs, social norms, etc.) affecting the use of deodorants among men and women in Vijayawada.
- To analyze the influence of advertising and marketing strategies on the purchasing behavior of deodorants among men and women in Vijayawada.
- To assess the role of product attributes (scent, brand reputation, packaging, etc.) in the decision-making process of purchasing deodorants among men and women in Vijayawada.
- To investigate the impact of peer influence and social media on the choice of deodorants among men and women in Vijayawada

### ***LIMITATIONS OF THE STUDY***

The chosen sample population might not be entirely representative of Vijayawada's demographics. Factors like age, socioeconomic status, and location within the city could influence deodorant choices. Focusing on a specific demographic or relying solely on online surveys could limit the generalizability of the findings to the broader Vijayawada population. Future research might benefit from employing a more diverse sampling strategy, including participants from different socioeconomic backgrounds and geographical areas within the city.

The study relies on self-reported data, which can be susceptible to social desirability bias. Participants might be inclined to report behaviors they perceive as socially acceptable. For instance, individuals might overstate their preference for natural ingredients or underreport price sensitivity. Future research could incorporate indirect methods like purchase history data or observing shopping behavior to mitigate this bias.

While the model considers social media and cultural background, other social influences might be at play. The study could explore the role of peer groups, family dynamics, and societal expectations in shaping deodorant choices. In-depth interviews or focus groups could provide richer insights into these social influences.

While acknowledging the evolving spectrum of gender identities, the study primarily focuses on men and women. Future research could delve deeper into the deodorant preferences of non-binary individuals in Vijayawada, exploring their unique needs and considerations when making deodorant purchases. This would provide a more inclusive understanding of the deodorant market in the city.

The study primarily focuses on individual needs, social influences, marketing strategies, and cultural background. However, external factors like economic fluctuations, new product launches, and seasonal variations can also impact deodorant purchase behavior. Future research could incorporate these external factors to create a more comprehensive model. Additionally, a longitudinal study tracking purchase behavior over time could reveal evolving trends and preferences within the Vijayawada deodorant market.

The findings of this study are specific to Vijayawada and might not be generalizable to other Indian cities. Future research could explore deodorant purchase behavior across different regions in India to understand how cultural variations and socioeconomic realities influence consumer choices within the country's diverse market.

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## 2. REVIEW OF LITERATURE

1. **“Lokosang, Lobojo”**: - This study investigates brand loyalty in men's deodorant consumption, focusing on Generation X and Y consumers in Cape Town. The research aims to fill a gap in research on this topic and expand knowledge on men's deodorant consumption. The study used a positivist research paradigm and a quantitative methodology, collecting data from 245 men aged 36-52 and 18-35. The findings revealed dominant brand loyalty influences for both generations in the men's deodorant industry. Recommendations include further research, comparative studies, and a focus on culture as a significant influence on brand loyalty. Future research should be conducted on a larger scale in the men's deodorant industry to confirm or correct the findings.
2. **“Factors Influencing Online and Post-purchase Behavior and Construction of Relevant Models”**- Wen-Bao Lin's study, published in the Journal of International Consumer Marketing on September 8, 2008, investigates the factors influencing online consumer behavior and post-purchase actions. The research highlights that family financial support plays a significant role in shaping consumer decisions, while consumers perceive incorrect product information as the highest risk factor. The study aims to integrate various theories to elucidate online investment behaviors and to develop a model for analyzing post-purchase behavior. By combining theories of planned behavior and relationship quality, the research employs a Structural Equation Modeling approach to explain both online investment decisions and subsequent consumer actions after purchases. This comprehensive model provides valuable insights into how familial influences and perceived risks affect consumer behavior in the digital marketplace.
3. **“The evaluation of underarm deodorants”**: - The research conducted by P. M. Baxter and J. V. Reed, published in the International Journal of Cosmetic Science on June 1, 1983, evaluates the effectiveness of underarm deodorants in combating axillary malodor. The findings reveal that ethanol is highly effective, significantly reducing body odor for up to 24 hours. Additionally, the study indicates that non-volatile antimicrobials enhance the overall effectiveness of deodorants by further reducing odor. The primary objectives of this research were to assess how well different deodorants perform against underarm odors and to explore the relationship between odor scores and bacterial presence. The results underscore the importance of both ethanol and antimicrobial ingredients in deodorant formulations, highlighting their roles in achieving prolonged odor control and improving consumer satisfaction with these products.
4. **“Stephanie Gonzalez Guittar, Liz Grauerholz, Erin N. Kidder, Shameika D. Daye & Megan McLaughlin “**: - This study examines gender-based pricing disparities in personal care products, including lotions, deodorants, and shaving gels. It finds that gender-pricing is not pervasive or consistently punitive towards women. However, gender differentiation between products makes price comparisons difficult for the average consumer. Both gender differentiation and the pink tax are rooted in essentialist thinking, reinforcing gender structures and inequality in society.
5. **“Factors Influencing Saudi Women Consumer Behavior in Online Purchase”**: - Areeg Al-Mowalad and Lennora Putit's study, published on May 31, 2013, examines the factors that influence Saudi women's behavior regarding online purchases. The research highlights that trust and perceived risk are significant determinants in consumer decision-making, with trust accounting for 45% of the influence and risk for 40%. The study involved 34 Saudi women aged b/w 18 and 35, aiming to understand how these factors shape their online shopping behaviors. It also identifies a gap in existing literature, particularly concerning the need for more research on online purchasing behaviors among diverse demographic groups. The findings emphasize the critical roles of trust & risk in shaping the online purchasing intentions of Saudi women, providing valuable insights for marketers looking to engage this consumer segment effectively.

6. **" Identifying the Factors affecting the customer's Buying Behavior: A case study of Men's cosmetic Market in Karachi, Pakistan":** - Amber Yamin Khan, Emadul Karim, and Omair Abbas conducted a study published on April 14, 2016, focusing on the factors influencing customer buying behavior in the men's cosmetics market in Karachi, Pakistan. The research reveals that age, occupation, and the concept of metro sexuality significantly affect consumers' purchasing decisions. Notably, it addresses a research gap regarding the individual impact of these factors on consumer behavior, emphasizing the need for a more nuanced understanding of how various elements such as income and celebrity influence affect purchasing decisions in this market. Overall, the findings suggest that understanding these dynamics can help marketers tailor their strategies effectively to meet the needs of male consumers in Karachi.
7. **"Formulation and Evaluation of Herbal Antimicrobial Deodorant Stick":** - The Study by M. Niranjan Babu and G. Kusuma, published on June 28, 2011, focuses on the formulation and evaluation of herbal antimicrobial deodorant sticks. The research demonstrates that these herbal deodorant sticks exhibit significant antibacterial activity against various tested bacteria, highlighting their effectiveness in controlling body odor. Additionally, the physicochemical properties of the deodorant sticks remained stable after two weeks of storage, indicating their durability and reliability as a cosmetic product. The primary objectives of the study were to create a formulation for herbal antimicrobial deodorants and to assess both their physicochemical and antimicrobial properties. Overall, the findings suggest that these herbal formulations not only provide effective odor control but also offer a natural alternative to conventional deodorants.
8. **"Martins, Miguel Maria de Menezes da Silva":** - AXE, a charismatic brand of personal care products, has gained a strong position in the market over the past 30 years. The brand, part of Unilever, targets young male consumers and recently launched Anarchy, a scent with two versions. This dissertation analyses the acceptance and attitude of both genders towards Anarchy in Portugal, focusing on the reasons behind its launch. The study provides insights into Portuguese female consumer behavior with deodorants and highlights the brand's successful cross-gender extension.
9. **"A Study of the Influence Factors of Purchase Intention of Air Pollution Prevention Equipment":** - Te-Tsai Lu and Ying-Hao Kao's study, published on May 9, 2021, investigates the factors influencing the purchase intention of air pollution prevention equipment. The findings indicate that environmental awareness plays a significant role in shaping consumers' intentions to buy such equipment, while government regulations also positively impact these intentions. The research aims to understand how various factors, including awareness and regulatory frameworks, affect purchasing decisions related to pollution prevention. Additionally, it highlights the influence of attitudes, social norms, and perceived behavioral control on consumer behavior in this context. By addressing these elements, the study provides valuable insights into how to encourage the adoption of air pollution prevention technologies among consumers.
10. **"The importance of factors that influence consumer purchasing decisions of food products":** - The study by Katerina Bojkovska, E. Josevska, and N. Jankulovski, published in the Journal of Hygienic Engineering and Design on January 1, 2014, examines the various factors that influence consumer purchasing decisions regarding food products. The findings reveal that psychological factors have a more substantial impact on consumer behavior than external factors, with financial considerations being the most significant determinant affecting purchasing choices. The research aims to identify the key elements that shape consumer decisions and to analyze both internal influences, such as motivations and perceptions, and external influences, such as marketing and social norms. The study underscores the importance of understanding these psychological dimensions, as they play a critical role in how consumers evaluate food products and make purchasing decisions. Overall, the insights gained from this research can help marketers develop more effective strategies to appeal to consumers' preferences and behaviors in the food market.
11. **"A study on factors influencing on consumer behavior towards cosmetics with special reference to Chennai city":** - Latha's study, published in the International Journal of Applied Research on June 1, 2017, investigates the factors influencing consumer behavior towards cosmetics, with a specific focus on Chennai city. The findings reveal that age is a significant determinant of buying behavior for cosmetic products. Other major factors shaping consumer decisions include price, packaging, promotions, and advertising. The research aims to identify the key elements that drive purchasing decisions and to gain insight into how consumers perceive and respond to various cosmetic products. The study underscores the importance of understanding these factors, as they play a critical role in how consumers evaluate and choose cosmetic products. Overall, the insights gained from this research can help marketers develop more effective strategies to appeal to consumers' preferences and behaviors in the cosmetics market in Chennai.
12. **"Xiangmei (May) Wu, DeborahH. Bennett,DianaL. Cassady, Kiyoung Lee, Irva Hert z-Piccioito ':** - A study in California collected usage patterns of around 30 personal care products, including shampoo, sunscreen, and fragrance, among 604 households. Participants were recruited into three age groups: children, parents, and adults. Use frequencies varied by sex, age group, race, education, and climatic region. The study provides data on population-based usage patterns, useful for exposure and risk assessments, and may impact aggregate exposures.
13. **"Media-based and non-media-based factors influencing purchase behavior and differences due to consumers' personality":** - The research conducted by Sandra Diehl published on January 1, 2006, investigates the various factors that influence consumer purchasing behavior, distinguishing between media-based and non-media-based influences. Through factor analysis, the study identifies twelve key factors affecting purchase behavior, with positive brand experience emerging as the most significant non-media-based influence. The objectives of the study include classifying these influence factors and comparing the effects of media-based versus non-media-based elements on consumer decisions. The findings reveal that while both types of factors play a role in shaping purchasing behavior, non-media-based factors, particularly those related to consumer experiences with brands, are crucial for understanding how personality traits impact buying

decisions. This classification of factors provides valuable insights into marketers aiming to tailor their strategies to effectively engage consumers based on their unique characteristics & preferences.

14. **“EEMCO guidance for the efficacy assessment of antiperspirants and deodorants”**: -The article by Peter Elsner, R. Marks, Philippe Masson, and M. Paye, published on August 14, 2003, provides guidance on assessing the efficacy of antiperspirants and deodorants. It outlines the distinct functions of these products, noting that antiperspirants are designed to control sweating while deodorants aim to combat body odor. The study summarizes the physiology of sweat glands and describes various methods used to evaluate the efficacy of these products, including gravimetric measurements, sensory evaluations, and other quantitative assessments. The findings emphasize that both types of products can be effectively assessed through a range of measurement techniques, ensuring that consumers receive reliable information regarding their performance. This comprehensive approach not only enhances understanding of how these products work but also aids manufacturers in substantiating efficacy claims, ultimately benefiting consumers seeking effective solutions for sweat and odor management.
15. **“Factors Influencing Green Purchase Behavior: Price Sensitivity, Perceived Risk, and Attitude towards Green Products”**: - Alireza Sheikh's study, published in Contemporary Management Research on October 10, 2023, examines the factors influencing green purchase behavior among Iranian consumers, with a focus on price sensitivity, perceived risk, and attitude towards green products. The findings indicate that perceived risk positively affects both attitude towards green products and price sensitivity. Additionally, the study reveals that a positive attitude towards green products leads to increased green purchasing behavior. The primary objectives of this research were to analyze the key factors shaping green purchase behavior in the Iranian market and to develop a model for enhancing green purchase intention. However, the study acknowledges a research gap in terms of limited discussion on cultural influences and the long-term sustainability impact of green purchasing decisions. Overall, the research provides valuable insights into the complex interplay between perceived risk, price sensitivity, and attitude towards green products, and their collective impact on consumers' green purchasing behavior in Iran.

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### 3. RESEARCH METHODOLOGY

#### *Methodology:*

This study employed a quantitative research approach to understand the factors influencing deodorant purchasing behavior among men and women in Vijayawada. The methodology involved designing and distributing a structured questionnaire to gather data on preferences, buying habits, and demographic information of respondents.

#### 1. Research Design and Data Collection:

- **Sample Size:** The study targeted a sample size of 385 participants, divided equally between men and women, to ensure balanced representation.
- **Sampling Technique:** A convenience sampling method was used, focusing on consumers within the age range of 18-50 who reside in Vijayawada. This approach allowed for quick data collection from a population already familiar with deodorant products.
- **Questionnaire Design:** The questionnaire included both closed and open-ended questions to collect data on factors influencing deodorant purchase behavior, such as fragrance preferences, brand loyalty, price sensitivity, packaging appeal, and social influence.

#### 2. Data Collection Process:

- **Survey Mode:** The survey was conducted through both online and offline channels. For offline data collection, questionnaires were distributed at malls, stores, and other popular locations in Vijayawada. For online responses, digital surveys were shared through social media platforms and email to reach a broader audience.
- **Duration:** The data collection took place over a period of four weeks to ensure an adequate number of responses and comprehensive data for analysis.

#### 3. Measurement Variables:

- **Independent Variables:** Factors such as fragrance type, brand preference, price sensitivity, packaging appeal, and social influence.
- **Dependent Variable:** Deodorant purchasing behavior among men and women.
- **Demographic Variables:** Age, gender, income level, and education were included to analyze how these factors affect purchasing preferences.

#### 4. Data Analysis Techniques:

- **Descriptive Statistics:** Used to summarize the demographic profile of the respondents and understand general trends in purchasing behavior.
- **Cross-Tabulation:** Analyzed the relationship between demographic factors (age, gender) and deodorant preferences.
- **Correlation Analysis:** Examined the association between different influencing factors (e.g., fragrance preference, brand loyalty) and purchase behavior.
- **Statistical Software:** Data was analyzed using (Statistical Package for the Social Sciences) to ensure accurate and reliable results.

### 5. Reliability and Validity:

- **Pilot Testing:** A pilot test was conducted with 20 respondents to ensure the questionnaire was clear and relevant. Necessary modifications were made based on feedback to improve reliability.

- **Reliability Testing:** The Cronbach's Alpha test was used to check the internal consistency of the questionnaire, confirming the reliability of the scales measuring the influencing factors.

### 6. Limitations:

- **Sample Bias:** The convenient sampling method might not represent all demographics of Vijayawada. Future studies could use random sampling for broader insights.

- **Self-Reported Data:** The reliance on self-reported data may introduce biases, as respondents might overestimate or underestimate certain preferences or behaviors.

This methodology provided a comprehensive approach to understanding the factors that impact deodorant purchasing behavior among men and women in Vijayawada, allowing for insights into consumer preferences and potential marketing strategies.

## *HYPOTHESIS OF THE STUDY*

### Gender-Specific Preferences:

**Null Hypothesis (H0):** There is no significant difference in the deodorant preferences between men and women in Vijayawada.

**Alternative Hypothesis (H1):** There are significant differences in the deodorant preferences between men and women in Vijayawada.

#### Effect of Brand Perception on Purchase Behavior:

**Null Hypothesis (H0):** Brand perception does not significantly influence the purchase behavior of deodorants among consumers in Vijayawada.

**Alternative Hypothesis (H1):** Brand perception significantly influences the purchase behavior of deodorants among consumers in Vijayawada.

#### Impact of Social Influences:

**Null Hypothesis (H0):** Social influences, such as peer recommendations or celebrity endorsements, have no significant effect on deodorant consumption and purchase behavior in Vijayawada.

**Alternative Hypothesis (H1):** Social influences significantly impact deodorant consumption and purchase behavior in Vijayawada.

#### Effectiveness of Marketing Strategies:

**Null Hypothesis (H0):** There is no significant relationship between marketing strategies (e.g., advertising, promotional offers) and deodorant purchase behavior in Vijayawada.

**Alternative Hypothesis (H1):** Marketing strategies significantly influence deodorant purchase behavior in Vijayawada.

#### Influence of Cultural Norms:

**Null Hypothesis (H0):** Cultural norms and traditions do not significantly affect deodorant consumption patterns among men and women in Vijayawada.

**Alternative Hypothesis (H1):** Cultural norms and traditions significantly influence deodorant consumption patterns among men and women in Vijayawada.

#### Impact of Product Attributes:

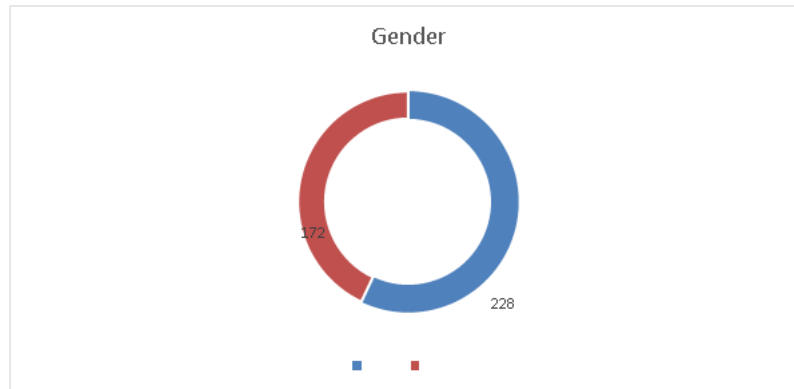
**Null Hypothesis (H0):** Product attributes such as fragrance, longevity, and packaging do not significantly affect deodorant purchase behavior in Vijayawada.

**Alternative Hypothesis (H1):** Product attributes significantly affect deodorant purchase behavior in Vijayawada.

## **4. DATA ANALYSIS AND INTERPRETATION DESCRIPTIVE ANALYSIS**

Table 4.1: Table showing Gender of respondents.

Gender	Frequency	Percentage
Male	228	57
Female	172	43

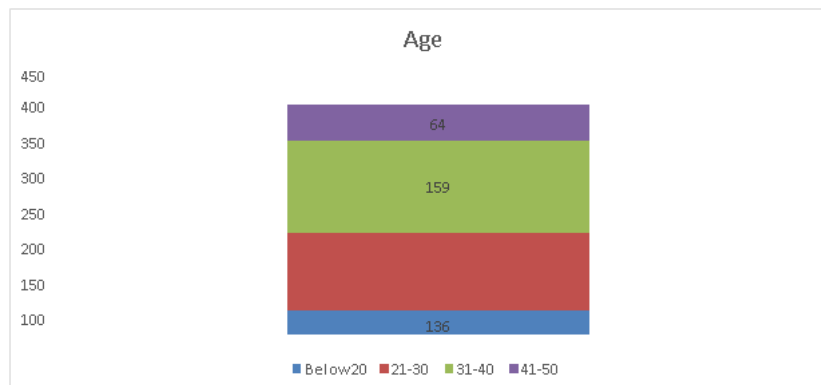


### INTERPRETATION

The table represents the frequency and percentage of males and females in a certain population or sample. It indicates that out of the total population, 57% were females while 43% were males. This suggests that there is a significant gender imbalance in the population or sample, with females being much more prevalent than males.

**Table 4.2: Table showing of respondents Age**

	Frequency	Percentage
Below 20	41	10.2
21-30	136	34.1
31-40	159	39.8
41-50	64	15.9

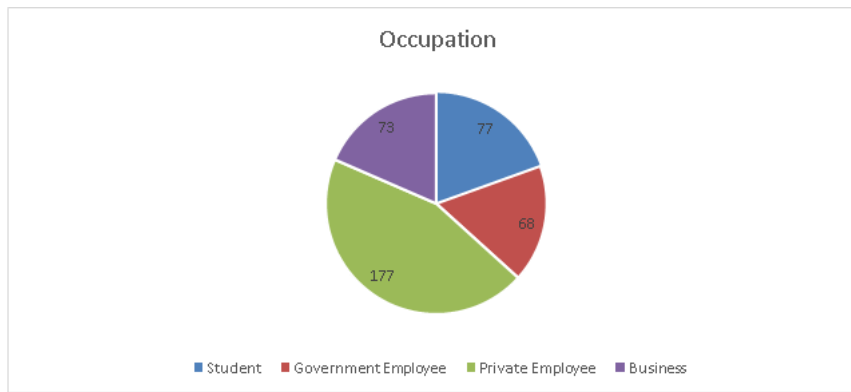


### INTERPRETATION

The table indicates that the highest percentage of individuals falls into the age group of 31-40, with a frequency of 159 and a percentage of 39.8%. The lowest percentage of individuals falls into the age group of below 20, with a frequency of 41 and a percentage of 10.2%. The age group 21-30 has the second-highest percentage of individuals, with a frequency of 136 and a percentage of 34.1%. The age group 41-50 is the third highest percentage of individuals, with a frequency of 64 and a percentage of 15.9%.

**Table 4.3: Table showing of respondent's occupation**

	Frequency	Percentage
Student	77	19.3
Government Employee	68	17
Private Employee	177	44.3
Business	73	18.2

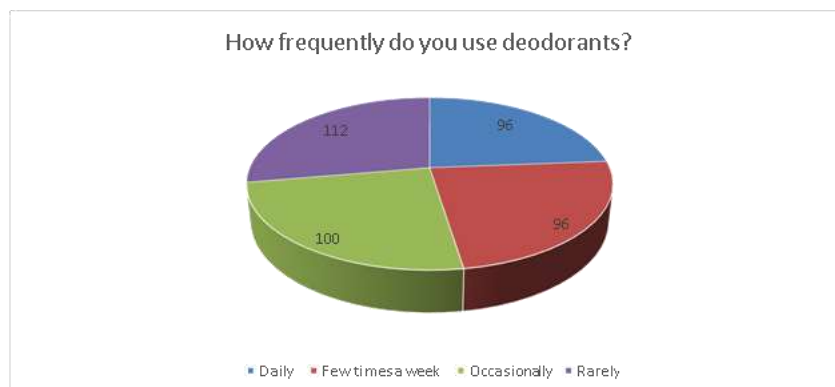


**INTERPRETATION**

The table indicates that the highest percentage of individuals falls into the occupation of Private employees, with a frequency of 177 and a percentage of 44.3%. The lowest percentage of individuals falls to the Government Employee, with a frequency of 68 and a percentage of 17%. Students have the second-highest percentage of individuals, with a frequency of 77 and a percentage of 19.3%. The Business is the third highest percentage of individuals, with a frequency of 73 and a percentage of 18.2%

**Table 4.4: Table showing of respondents of How frequently do you use deodorants?**

	frequency	percentage
Daily	96	23.9
A few times a week	96	23.9
Occasionally	100	25
Rarely	112	27.9



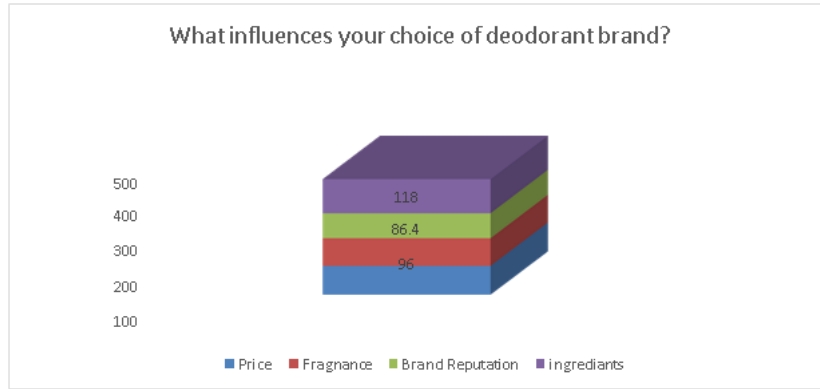
**INTERPRETATION**

The above table indicates that 23.9% of respondents do their uses deodorants daily with a frequency of 96 people, and 23.9% of respondents do their uses deodorants Few times a week with a frequency of 96, and 25% of respondents uses deodorants Occasionally with a frequency of 100 and, 27.9% of respondents are use deodorants Rarely with a frequency of 112

**Table 4.5: Table showing of respondents of What influences your choice of deodorant brand.**

	Frequency	percentage
Price	100	25
Fragrance	96	23.9
Brand Reputation	86.4	21.6
ingredients	118	29.5



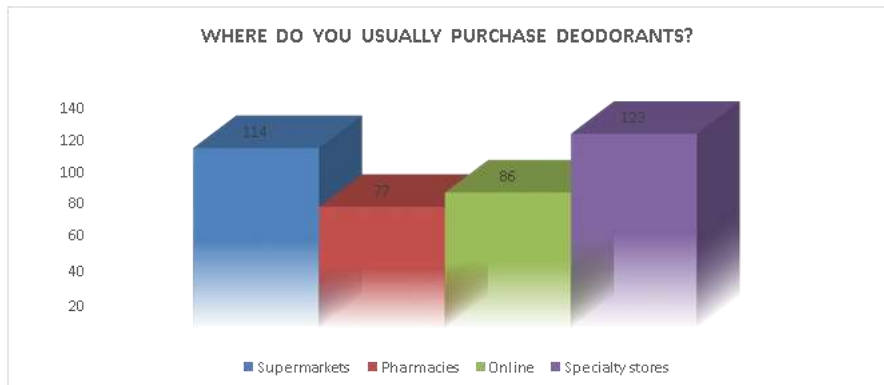


**INTERPRETATION**

The above table indicates that 25% of respondents do their choice of deodorant brand on price with a frequency of 100 people, and 23.9% of respondents do their choice of deodorant brand on Fragrance with a frequency of 96, and 21.6% of respondent’s choice of deodorant brand on Brand Reputation with a frequency of 86.4 and, 29.5% of respondents are choice of deodorant brand on ingredients with a frequency of 118

**Table 4.6: Table showing of respondents of Where do you usually purchase deodorants?**

	Frequency	Percentage
Supermarkets	114	28.4
Pharmacies	77	19.3
Online	86	21.6
Specialty stores	123	30.7



**INTERPRETATION**

The above table indicates that 28.4% of respondents purchase deodorants in Supermarkets with a frequency of 114 people, and 19.3% of respondents purchase deodorants in Pharmacies with a frequency of 77, and 21.6% of respondents purchase deodorants in Online with a frequency of 86 and, 30.7% of respondents purchase deodorants in Specialty stores with a frequency of 123.

**Table 4.7: Table showing of respondents of Do you prefer deodorants with natural ingredients?**

	Frequency	Percentage
Yes	109	27.3
No	77	19.3
Sometimes	64	26.1
I’m not sure	110	27.3

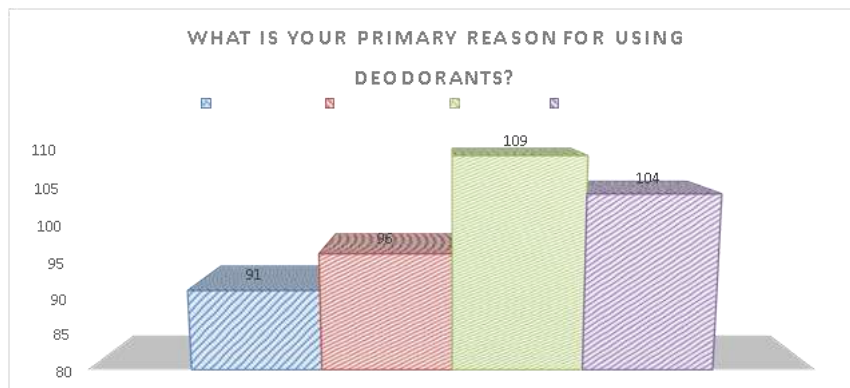


**INTERPRETATION**

The above table indicates that 27.3% of respondents prefer deodorants with natural ingredients -Yes with a frequency of 109 people, and 19.3% of respondents prefer deodorants with natural ingredients - No with a frequency of 77, and 26.1% of respondents prefer deodorants with natural ingredients - Sometimes with a frequency of 86 and, 27.3% of respondents prefer deodorants with natural ingredients- I'm not sure with a frequency of 110.

**Table 4.8: Table showing of respondents of What is your primary reason for using deodorants.**

	Frequency	Percentage
Oduor control	91	22.7
Sweat control	96	23.9
Fragrance	109	27.3
Confidence boost	104	26.1

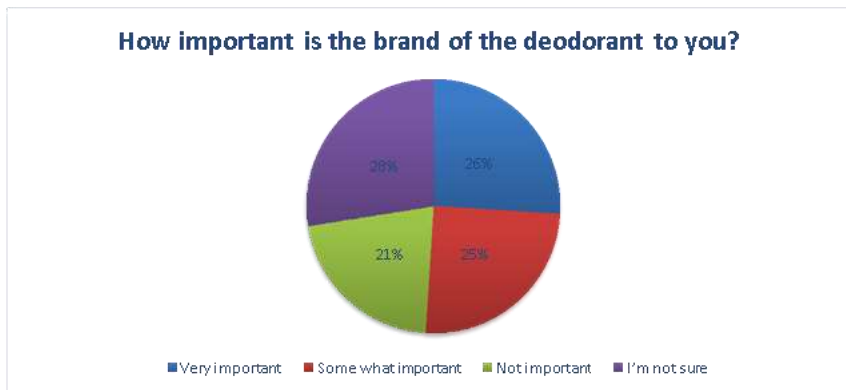


**INTERPRETATION**

The table shows that 22.7% of respondents use deodorants for odor control, 23.9% for sweat control, 27.3% for fragrance, and 26.1% for confidence boost, with the primary reasons for each being 91, 96, 109, 109, and 104 respectively.

**Table 4.9: Table showing of respondents of How important is the brand of the deodorant to you**

	Frequency	Percentage
Very important	104	26.1
Somewhat important	100	25
Not important	86	21.6
I'm not sure	110	27.3



**INTERPRETATION**

The table shows that 26.1% of respondents consider the brand of deodorant very important, followed by 25%, 21.6%, and 27.3%. The frequency of importance varies, with 104 people indicating it's very important, 100 people indicating it's somewhat important, 86 people indicating it's not important, and 113 people expressing uncertainty.

**Table 4.10: Table showing of respondents of Do you prefer roll-on, spray, stick, or cream deodorant?**

	Frequency	Percentage
Roll-on	104	25.9
Spray	72	18
Stick	76	19.1
Cream	86	21.4
I don't have a preference	40	10



**INTERPRETATION**

The table shows that 25.9 percent of respondents prefer roll-on when purchasing deodorants, with a frequency of 104. Other respondents, including 18% prefer spray with a frequency of 72, 19.1% prefer stick with a frequency of 76, and 21.4% prefer cream, with a frequency of 86, 10% of respondents are unsure when

**5. FINDINGS, SUGGESTIONS & CONCLUSION**

**FINDINGS**

**Gender Differences** The study reveals significant gender differences in the factors influencing the purchase behavior of deodorants. Men and women may prioritize different attributes such as fragrance, longevity, brand reputation, and skin sensitivity when choosing a deodorant.

**Fragrance Preference** Fragrance emerges as a critical factor influencing the purchase behavior of both men and women. Preferences for specific scents may vary based on cultural norms, personal taste, and perceived masculinity or femininity.

**Longevity and Effectiveness** The longevity and effectiveness of deodorants in providing odor protection throughout the day are essential considerations for both genders. Consumers may prioritize products with long-lasting effects and sweat-reducing properties.

**Brand Reputation and Trust** Brand reputation plays a significant role in influencing consumer behavior, with consumers often choosing established brands they trust for quality and reliability. Brand loyalty may influence repeat purchases and brand-switching behavior.

**Skin Sensitivity and Ingredients** Skin sensitivity and the presence of skin-friendly ingredients are important factors, particularly for women, who may prioritize products that are gentle on the skin and free from harsh chemicals or allergens.

**Price Sensitivity and Value Perception** Price sensitivity varies among consumers, with some prioritizing affordability while others are willing to pay a premium for perceived value, quality, or prestige associated with certain brands.

### ***SUGGESTIONS***

**Market Segmentation** Tailor marketing strategies and product offerings to different demographic segments based on gender preferences, fragrance choices, and other relevant factors identified in the study.

**Product Innovation** Invest in research and development to create deodorant formulations that cater to specific needs, such as long-lasting fragrance, sensitive skin formulas, or natural ingredients.

**Educational Campaigns** Raise awareness about the importance of using deodorants for personal hygiene and confidence. Educate consumers about the benefits of specific ingredients and their suitability for different skin types.

**Promotional Strategies** Offer promotions, discounts, and bundle deals to incentivize trial and repeat purchases. Leverage social media platforms and influence marketing to reach and engage with target audiences effectively.

### ***CONCLUSION***

In conclusion, the study highlights several key factors influencing the purchase behavior of deodorants among men and women in Vijayawada. Fragrance preference, longevity, brand reputation, skin sensitivity, price sensitivity, and value perception emerge as significant determinants of consumer choices.

Understanding these factors is essential for deodorant manufacturers and marketers to develop targeted strategies that resonate with their target audience. By addressing consumer preferences and needs effectively, brands can position themselves competitively in the market and drive sales growth.

Continued research and adaptation to evolving consumer preferences are necessary to maintain relevance and success in the highly competitive deodorant market. By staying attuned to consumer insights and feedback, brands can innovate and differentiate themselves, ultimately fostering customer loyalty and satisfaction.